

September 4, 1997

To: Promotion Coordinators (1210, 1310, 1610)

Subject: Nov./Dec. Doral B2G1F (701647) & Nov./Dec. Doral B1G1F (702177 - Boston Region)

As information, the Nov./Dec. Doral B2G1F (701647) is not going to be worked in the Boston Region. In lieu of the promotion we will be working a Doral B1G1F which is scheduled to be delivered to retail beginning the week of November 17th.

It would be appreciated if you could handle the **Doral B2G1F** in the following manner:

- Do not pull from Boston Region for this promotion.
- We will not be pulling from your allocation.
- If possible, ship to retailers located in the Boston Region serviced by the wholesalers in your region from your allocation.
- Please notify Joyce Doucette which Direct Accounts will be shipping this promotion to our retailers.

For the **Doral B1G1F** we will handle in the following manner:

- For retailers in your Region serviced by Direct Accounts geographically residing in the Boston Region we will be shipping either the following per sku:

EITHER:

4 Cartons - 1 carton each of Doral Lt., Lt. 100, Lt. Men. 100 and FF 100

20 Salable Units

There will be no display shipped with this product

OR:

6 Cartons - 2 cartons of each Doral Lt., Lt. 100 and Lt. Men. 100

30 Salable Units

There will be no display shipped with this product

- Joyce will notify you which of the above will be shipped by Direct Accounts once determined.

Should you have any questions, please contact me or Joyce.

Sincerely,
Bob Snow

cc: ROM's (1210, 1310, 1610)
KAM's/ AM's 1110 As Info.
DM's/RM's 1110 As Info.

	SKUs	Ases
Mc Lane	99	23
Assoc	10	3
Cap Cdy	14	4
Manchester	21	5
TBI	56	13
	203	48

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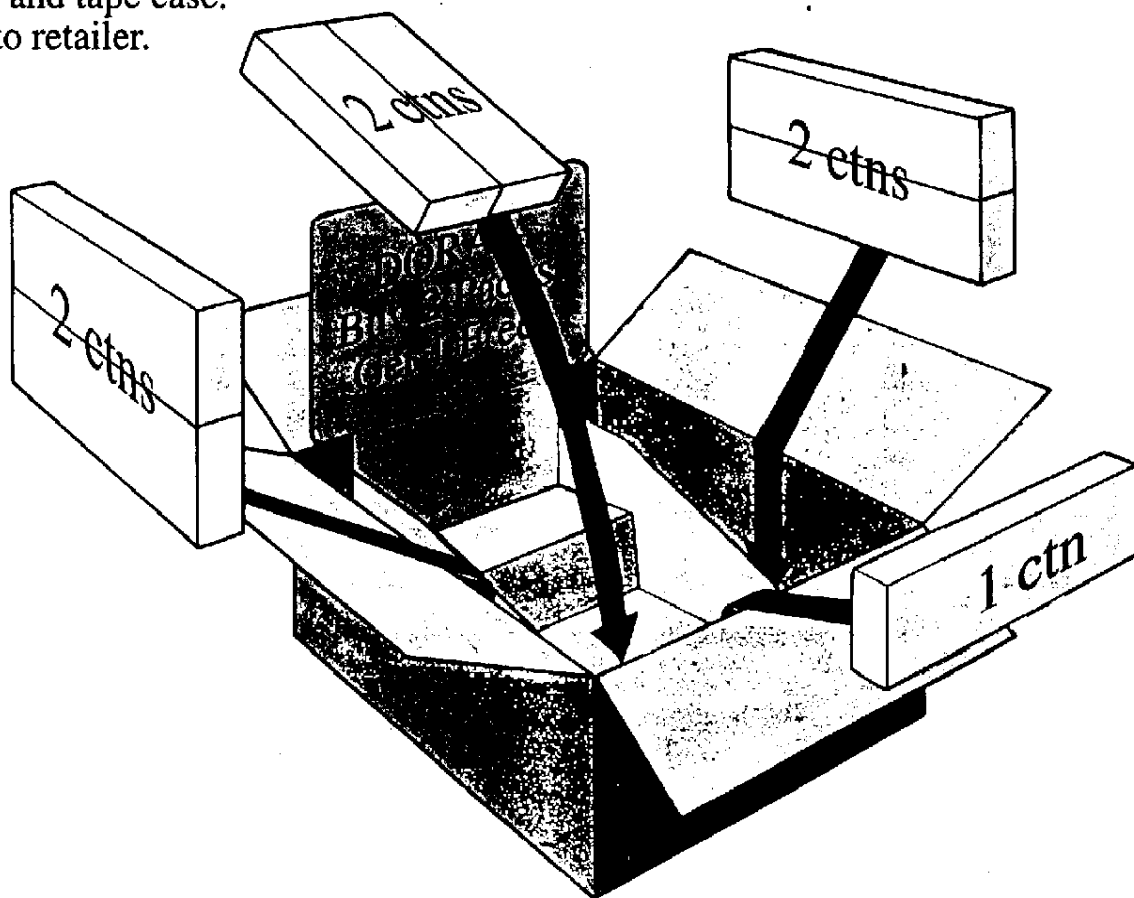
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR. '97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	<i>LIGHT</i>	<i>LT MEN 100</i>	<i>LIGHT 100</i>	<i>FF 100</i>		
Number of Cartons						

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